

ABSTRACT

A display control method is provided for displaying a reach-state display image and a win display image on a game portion of a game machine according to a predetermined production pattern in accordance with a result of a lot drawing by the game machine, wherein an advertising image is displayed on a game section by containing the advertising image into a display image in accordance with a production pattern when at least one of the group consisting of the reach-state display image and the win display image is displayed.